

Exhibit 64



AMERICAN
ARBITRATION
ASSOCIATION®

INTERNATIONAL CENTRE
FOR DISPUTE RESOLUTION®

ARBITRATION ANSWERING STATEMENT AND COUNTERCLAIM OR JOINDER/CONSOLIDATION REQUEST

Name of Claimant: Purple Innovation, LLC			Name of Representative (if known): James E. Magleby, Christine Greenwood, Adam Alba		
Address: 141 W. Pierpont Ave.			Name of Firm (if applicable): Magleby Cataxinos & Greenwood, PC		
			Representative's Address: 141 W. Pierpont Ave.		
City: Salt Lake City	State: Utah	Zip Code: 84101	City: Salt Lake City	State: Utah	Zip Code: 84101
Phone No.: 801-359-9000	Fax No.: 801-359-9011		Phone No.: 801-359-9000	Fax No.: 801-359-9011	
Email Address: magleby@mcg.law; greenwood@mcg.law; alba@mcg.law			Email Address: magleby@mcg.law; greenwood@mcg.law; alba@mcg.law		
AAA Case No. (if known): 01-21-0016-3751			Filing a Counterclaim: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <i>If yes, please describe nature of counterclaim in space below.</i>		
Please answer Claimant's Demand for Arbitration (and describe your counterclaim, if applicable): <i>Attach additional pages as necessary.</i>					
Please see attached document setting forth the Answering Statement and description of Counterclaims.					
Are any parties to this arbitration, or their controlling shareholder or parent company, from different countries than each other? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No					
<input type="checkbox"/> Joinder/Consolidation Request. Provide the contact information for parties to be joined, and the case number(s) if consolidation is requested, on a separate attachment.					
Dollar Amount of Claim or Counterclaim: \$ At least \$50 million.			Other Relief Sought: <input checked="" type="checkbox"/> Attorneys Fees <input checked="" type="checkbox"/> Interest <input checked="" type="checkbox"/> Arbitration Costs <input checked="" type="checkbox"/> Punitive/ Exemplary <input checked="" type="checkbox"/> Other Specific performance		
Filing Fee: (if any) \$ 15,000			In accordance with Fee Schedule: <input type="checkbox"/> Flexible Fee Schedule <input checked="" type="checkbox"/> Standard Fee Schedule		
Please describe the qualifications you seek for arbitrator(s) to be appointed to hear this dispute: The arbitrator must have extensive commercial litigation experience, including experience taking commercial cases to trial and to arbitration. This should include experience in cases involving complex contractual disputes and intellectual property cases involving trademarks, trade dress, and patents.					
Hearing locale: (check one) <input type="checkbox"/> Agree to requested locale <input type="checkbox"/> Objection to locale Proposed alternative locale:					
Estimated time needed for hearings overall: _____ hours or 10 days					
Signature (may be signed by a representative):			Date: 9/21/2021		
Name of Respondent: Responsive Surface Technology, LLC; PatienTech, LLC, and Robert Golden			Name of Representative: Tracy H. Fowler, Elisabeth M. McOmber, Annika L. Jones		
Address (to be used in connection with this case): c/o Snell & Wilmer, LLP; 15 W. South Temple, Suite 1200			Name of Firm (if applicable): Snell & Wilmer, LLP		
			Representative's Address: 15 W. South Temple, Suite 1200		
City: Salt Lake City	State: Utah	Zip Code: 84101	City: Salt Lake City	State: Utah	Zip Code: 84101
Phone No.: 801-257-1900	Fax No.: 801-257-1800		Phone No.: 801-257-1900	Fax No.: 801-257-1800	
Email Address: tfowler@swlaw.com; aljones@swlaw.com; emcomber@swlaw.com			Email Address: tfowler@swlaw.com; aljones@swlaw.com; emcomber@swlaw.com		
Please send a copy of this Answering Statement to all other case participants and the AAA. If you are filing a counterclaim, please include the appropriate Filing Fee, if any, per the applicable Rules.					

Please answer Claimant's Demand for Arbitration (and describe your counterclaim, if applicable):

In response to Claimant's Demand for Arbitration, Respondents Responsive Surface Technology, LLC; PatienTech, LLC, and Robert Golden deny liability for any and all claims Claimant is asserting in the arbitration proceeding and deny that Claimant is entitled to any damages. Respondents' counterclaims against Claimant include breach of contract, misappropriation of trade secrets, unjust enrichment, tortious interference with contract, fraud, negligent misrepresentation, promissory estoppel, and unfair competition.